

Message Text

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PAGE 01 KINSHA 06919 181335Z

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E.O. 11652: N/A
TAGS: BEXP, CG
SUBJECT: TENTATIVE FY 78 TRADE PROMOTION PROGRAM

REF: STATE 195121

1. EMBASSY CONCURS IN GENERAL WITH SCHEDULE PROPOSED IN REFTL
WITH POSSIBLE FOLLOWING ADDITIONS.

2. IN EVENT ZAIRE NOT CHOSEN AS ALTERNATE FOR FOOD PROCESSING
AND PACKAGING MISSION IN FY 77 WOULD SUGGEST INCLUSION ZAIRE FOR
JAN. 78 CATALOGUE SHOW. CURRENT ZAIRIAN EMPHASIS ON AGRICULTURE
NOT ONLY FOR PURPOSE OF MAKING ZAIRE SELF-SUFFICIENT IN FOOD
PRODUCTION BUT OF USING COUNTRY'S LARGE POTENTIAL FOR AGRICULTURAL
PRODUCTION TO ENTER EXPORT MARKETS. LONG DISTANCES BETWEEN
PRODUCTION AND CONSUMPTION CENTERS AS WELL AS TROPICAL CLIMATE
MAKE FOOD PROCESSING AND PACKING A NATURAL IF NOT NECESSARY
COROLLARY TO AGRO-INDUSTRY PROGRAM. IT WOULD THEREFORE BE
WELL TIMED IF THE FOOD PROCESSING AND PACKAGING SHOW COULD FOLLOW
THE DEC 77 AGRI-BUSINESS TECHNICAL SALES SEMINAR.

3. ZAIRE HAS ONE OF THE WORLD'S LARGEST FOREST RESERVES AS WELL
AS A NEED TO COMMENCE REHABILITATING AREAS ALREADY EXPLOITED.
AS ZAIRE BEGINS TO SOLVE SOME OF ITS TRANSPORT PROBLEMS, FORESTRY
PRODUCTS WILL LIKELY BECOME A MAJOR EXPORT ITEM FOR ZAIRE. WOULD
THEREFORE URGE INCLUSION ZAIRE FOR MAY 78 LOGGING AND FORESTRY
CATALOGUE SHOW.

4. ALTHOUGH EMBASSY WOULD HESITATE MAKING A POSITIVE RECOM-
MENDATION AT THIS POINT BUT WOULD SUGGEST CONSIDERATION AT
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PAGE 02 KINSHA 06919 181335Z

FUTURE DATE, INCLUSION OF ZAIRE FOR THE AVIONICS/AIRPORT GROUND

SUPPORT SYSTEMS SEMINAR. AT MOMENT THERE MORE SUCH EQUIPMENT
ALREADY ON HAND THAN CAN BE USEFULLY DEPLOYED. HOWEVER, FOR YEARS
TO COME AIR TRANSPORT WILL REMAIN THE PRIME PASSENGER CARRIER
AS WELL AS A MAJOR FREIGHT CARRIER FOR ZAIRE. AS ECONOMY
RECOVERS AND EXPANDS PRESSURES WILL INCREASE TO MODERNIZE
AIRPORTS.

5. SIMILARLY WOULD SUGGEST KEEPING AN OPEN OPTION ON HOTEL
AND RESTAURANT EQUIPMENT SHOW. THE TOURISM POTENTIAL OF ZAIRE
HAS BEEN BARELY SCRATCHED AND WHILE THERE ARE EFFORTS UNDERWAY TO
INCREASE ACCOMODATIONS FOR TOURISTS AND TRAVELERS, THEY ARE
PARTLY STYMIED BY CURRENT LACK OF FOREIGN EXCHANGE. IF TURN AROUND
ACHIEVED IN THIS AREA THEN IT PROBABLE THAT INVESTMENT IN
TOURISM FACILITIES WILL HAVE A HIGH PRIORITY BEHIND THE CURRENT
LEADERS, AGRICULTURE AND TRANSPORTATION. THE EMBASSY THEREFORE
RECOMMENDS FLEXIBILITY IN SCHEDULING THIS EVENT IN ORDER TO BE
IN A POSITION TO TAKE ADVANTAGE OF ANY UPSURGE OF INVESTMENT IN
THIS INDUSTRY.
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